

BLUEDOOR

Title: Marketing and Communications Coordinator

Job Status: Full Time, Permanent

Hours of Work: 40 Hours/Week

Job Region: All Blue Door Locations (Work at Home/Remote)

Salary: \$50,000 - \$55,000

Job Summary

Reporting to the Manager, Marketing and Communications, the Coordinator, Marketing and Communications will be responsible for writing, designing, and executing on all marketing materials and communication plans for Blue Door, with a focus on supporting the marketing needs of Blue Door's employment social enterprise Construct. Projects will include writing and creating the bi-weekly newsletters, collecting content, social media support, Blue Door's On The Way Home podcast, website updates, and media outreach. The Coordinator, Marketing and Communications must be resourceful, fast-paced, optimistic, creative, highly organized, possess strong writing skills, skilled in relationship management, comfortable working with a diverse team and possess strong organizational skills.

Responsibilities

Social Media and Website

- Collect, create, and post social media content for Blue Door's social enterprise, Construct
- Manage social media pages for Construct including following and liking supporters, engaging with comments and posts, and responding to direct social media messages
- Develop and manage social media ads and boosted posts
- Research and develop ways to attract new followers and subscribers both to social media and the e-newsletter
- Support growth and development of Blue Door's online presence by tracking monthly KPIs including growth and audience engagement for Blue Door's social media accounts and website
- Optimize and research best practices for Blue Doors' websites and SEO
- Provide support in updating Blue Door's website, Construct's website, and Construct's online training portal

Media Relations

- Write and send media articles, releases, and event invites
- Maintain and update media contact lists
- Establish new and ongoing relationships with local and broader community media outlets
- Track media coverage monthly

Podcast

- Create episode descriptions and videos to post on the podcast's social media accounts
- Develop promotional materials for the podcast
- Assist with identifying and scheduling podcast guests

Content Creation & Marketing

- Help organize and manage Blue Door's content calendar for social media, e-newsletters, and website
- Write, source content, and design engaging and strategic bi-weekly e-newsletters
- Support with the promotion and creation of fundraising and event marketing materials
- Capture videos and photos of Blue Door's programs
- Stay current on the latest marketing and design trends
- Help build positive relations with the community, funders, and external parties

Branding

- Uphold brand guidelines across the Agency including all marketing and promotional materials (e.g. infographic flyers and posters, all signage, program brochures, etc.)
- Manage and update Blue Door's Brand Guide and Brand/Communication Assets as needed
- Update Brand guidelines according to industry trends and standards

Uphold Agency Policies

- Able and willing to promote harm reduction practices.

Respect and Professionalism

- Maintain professionalism in the workplace.
- Work cooperatively alongside and support all Blue Door team members and departments.
- Adherence to the mission, vision, policies, and procedures of the agency.
- Promote harm reduction practices in accordance with core standards.
- Attend internal staff meetings and staff training as required.
- Maintain the confidentiality of all client and agency information.
- Utilize effective conflict resolution skills in accordance with (Crisis Prevention Intervention (CPI) training.
- Foster positive and appropriate relationships with clients, colleagues, community partners, and volunteers.
- Provide referrals and follow-up as necessary.
- Meets with manager on a regular basis and participates in the completion of annual performance evaluation.

Occupational Health & Safety

- All employees are responsible for carrying out work in a way that does not adversely affect their own health and safety and that of others.
- All employees shall learn and understand health and safety policies and procedures and will comply with them.
- All employees must be able and willing to work within all programs and with flexible schedules.

Qualifications

- Post secondary education in marketing and communications, public relations, or related field is an asset.
- 2 years experience in a related field is an asset.
- Advanced knowledge of Microsoft office skills including PowerPoint, access, word, outlook and excel. Experience with additional databases would be an asset.
- Proficient in social media use (Facebook, Instagram, Twitter, TikTok, and LinkedIn).
- Experience with various marketing platforms and tools including Sprout Social, Meta Business Suite, Constant Contact, Google Analytics, Canva, and WordPress is an asset.
- Superior written and oral communication skills.
- Experience with not-for-profit marketing and fundraising is an asset.
- Able to work independently but also as part of a team.
- Proven superior customer service skills.
- Excellent time management and organizational skills.
- Ability to lift up to 40 lbs.
- Sound judgment, tact, and ability to maintain confidentiality.
- Ability to deal with extremely confidential and sensitive information.
- Valid Vulnerable Sector Screening Report from York Regional Police.
- Reliable vehicle, valid driving license and insurance.

Blue Door is committed to the development of a staff and leadership team that reflects the incredible diversity of the communities we serve. We promote the principles of intersectional anti-racism and anti-oppression and adhere to the tenets of the Ontario Human Rights Code. We both welcome and encourage applications from members of groups with historical and/or current barriers to access and equity, including Indigenous peoples, Black people, racialized people, members of 2SLGBTQIA+ communities, people with disabilities, and people with lived experience of homelessness. Blue Door is a unionized work environment.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act, 2005, and Blue Doors AODA Policy, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in advance.

All applications will be reviewed as received, and interviews will begin for qualified candidates as soon as possible. The position may be filled before this job posting ends. Only candidates selected for an interview will be contacted. Please submit a cover letter and resume to hr@bluedoor.ca